**Academy of Hospitality & Culinary Arts**

**Standard #10 (Capstone Project)**

**Project Overview:**

This project will enable the students to utilize their skills and knowledge in the field of culinary arts. They will design their own quick-service or full service restaurant concept.

**Step 1: Create a Restaurant Concept**

Create your own restaurant using the following information to describe the facility

* What type of theme is your restaurant
  + Theme can be based on:
    - Type of cuisine
    - Entertainment activities (live music, arcade, etc)

**Step 2: Define the Target Market**

* A **target market** is a group of customers that the [business](http://en.wikipedia.org/wiki/Business) has decided to aim its [marketing](http://en.wikipedia.org/wiki/Marketing) efforts and ultimately its [merchandise](http://en.wikipedia.org/wiki/Merchandise).

**Step 3: Draft a “Mission Statement”**

* The mission statement should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making.

**Step 4: Create the Preliminary Menu**

* Compile a list of core menu items that you would like to have on your menu:
  + 3 starters/appetizers
  + 10 entrees
  + 4 sides
  + 3 desserts

**Step 5: Name the Restaurant**

**Step 6: Design the Restaurant Logo**

* A **logo** is a [graphic](http://en.wikipedia.org/wiki/Graphic) mark or [emblem](http://en.wikipedia.org/wiki/Emblem) used to promote the business on signage and marketing tools.
* Students will be assisted by members of Mainland’s own Academy of Communication and Multimedia Technology to create a professional grade product.

**Step 7: Create Signature Food Items**

* Conduct research and then develop 3 signature items for your menu using trial and error. You will prepare these items for your “investors” for critical analysis.
* Once these signature dishes are perfected, establish “Standardized Recipes” for each.

**Step 8: Finalize the Menu Items**

* Create a “final menu” consisting of the following:
  + 3 signature items
  + 2 additional entrees (at least one entrée must be a salad)
  + 3 side items
  + 2 desserts
  + 5 beverage choices
* You are not limited to the choices from your “preliminary menus”

**Step 9: Cost Each Recipe**

* Find recipes for your remaining menu items (all items except the “Signature Items”).
* Covert theses recipes into “standardized recipes.”
* Using the pricing supplied by our Sysco Foodservice representative, calculate the cost per serving for each of your menu items using the “recipe cost form.”

**Step 10: Design the Printed Menu**

* Students will work with members of the Academy of Communication and Multimedia Technology again on this project in order to create a polished menu.

**Step 11: Create the Kitchen Equipment list**

* Based on your menu prototype, determine:
  + Cooking appliances (i.e. stoves, ovens, griddles, deep fryers, etc.)
  + Smallwares: spatulas, tongs, serving spoons, portion scoops, measuring utensils, etc.)

**Step 12: Kitchen Layout**

* Students will work with members of Mainland’s own Academy of Design & Manufacturing Technology to draft the layout of the kitchen appliances.

**Step 13: Design a Dining Room**

* Using the space allotted, diagram your table layout (be sure to follow all fire safety codes). There must be seating for at least 80 guests.
* Pick a color scheme and get sample swatches
  + In [color theory](http://en.wikipedia.org/wiki/Color_theory), a **color scheme** is the choice of [colors](http://en.wikipedia.org/wiki/Color) used in [design](http://en.wikipedia.org/wiki/Design) for a range of media
* Artwork
* Flooring
* Wall covering
* Chairs
* Tables

**Step14: Flow of Service**

* Describe the service experience from the time the customer enters to the time they leave.
* Additional services and amenities: valet parking, take out, function rooms, banquets or catering.

**Operation Organization:**

* Once the menu & restaurant layout have been determined, create a list of all the positions that are required to staff the restaurant.
* Construct an organizational chart that would best reflect the operation you created. An **organizational chart** is a diagram that shows the [structure](http://en.wikipedia.org/wiki/Organizational_structure) of an [organization](http://en.wikipedia.org/wiki/Organization) and the relationships and relative ranks of its parts and positions/jobs.
* Define each of the positions, listing 5 keys duties for each position.
* Determine a competitive pay rate for each position (hourly and salary)

**Presentation:**

The final project will be presented for grading in both Economics, for financial viability, as well as Culinary Arts 3-4 for overall execution.